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(54) Title: MULTI-PAGE EXECUTABLE COMMERCIALS

(57) Abstract: The present invention provides electronic commercials (ecommercials) and related methods in which an electronic commercial is transmitted over a public access electronic network to a potential customer, and the commercial includes multiple navigable pages that provide different video clips. Each commercial is preferably downloaded as an executable file, which removes the dependency on particular browsers or plug-ins. In still more preferred embodiments, commercials may contain software that downloads additional pages while the recipient is viewing at least one of the pages included in the commercial as originally downloaded. It is also preferred that commercials according to the inventive subject matter contain hyperlinks and branding graphics that are visible during play of one or more of the video clips. Commercials may also advantageously include a third party incentive. The various pages of the commercials may perform different functions, including locally providing interfaces for securing an order from a recipient and transmitting the order to a distant server for processing. Other functions include locally providing interfaces that invite a recipient to opting into a mailing list, register to vote or vote on a particular issue.